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Tech Entrepreneur's Survival Guide - Small Business Trends

At a New Jersey Technology Council (NJTC) "meet the author" event June 10, 2014, Bernd Schoner gave an entertaining

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presentation based on his new book, "The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for Success." Schoner drew examples from his own startup experience.

At NJTC, Schoner Presents "Tech Entrepreneur's Survival Guide"

The Entrepreneurs Survival Guide is 12 weeks of learning, guidance, resources, and community to help you navigate this uncertain time. Learn actionable tips and strategies from the hands-on experience of our CEO, Michael Dermer, who maneuvered his 500+ employee business during the 2008 financial crisis from the brink of failure to big success.

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Tech entrepreneurs enjoy a career second to none in excitement, opportunity, and reward. With the exception, that is, of those founders among us who waste our best and most formative years implementing doomed business ideas, who lose their relatives' life savings in ill-conceived ventures, or who can't deal with the tremendous emotional ups and downs of startup life.

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Bernd Schoner

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